

Message Text

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TAGS: BEXP, JA

SUBJECT: FY 75 COUNTRY COMMERCIAL PROGRAM FOR JAPAN: ANNUAL SUMMARY
REPORT ON CAMPAIGNS

1. DURING FY 75, TOKYO AND OSAKA/KOBE COMBINED SUBMITTED 1,319
TO'S AND 59 REPORTS AND ORGANIZED 17 FOREIGN BUYER GROUPS;
11 TC SHOWS (INCLUDING 1 JEEP) ACHIEVED DOLS 75.6 MILLION SALES;
AND 131 BSP'S (TOKYO AND AMDO) RESULTED IN DOLS 142.6 MILLION
SALES. ANNUAL TARGET SET FOR EACH ITEM WAS MET FOR MOST
CAMPAIGN CATEGORIES. BRIEF COMMENT BY CAMPAIGN GIVEN BELOW.
STATISTICAL DATA FOR FOURTH QUARTER (APRIL-JUNE) AND ANNUAL
TOTAL BEING FORWARDED AS SEPARATE MESSAGE.

2. COMMENTS BY CAMPAIGN FOLLOWS:

(1) POLLUTION CONTROL EQUIPMENT: EXCEEDED ANNUAL TARGETS
OF CALLS, TO'S, AND REPORTS. VIRTUALLY MET TC SHOW SALES
TARGET (DOLS 14.1 MILLION VS. DOLS 15 MILLION TARGET) PLUS
DOLS 1.6 MILLION BSP SALES.

(2) ELECTRONIC DATA PROCESSING EQUIPMENT: EXCEEDED
ANNUAL TARGETS OF CALLS, TC SHOW SALES, AND REPORT
SUBMISSIONS. BSP PROMOTIONS ACHIEVED DOLS 8.1 MILLION
SALES. 2 FOREIGN BUYER GROUPS ORGANIZED.

(3) ELECTRONIC COMPONENTS: EXCEEDED ANNUAL TARGETS OF
TO AND REPORT SUBMISSIONS. BSP'S ACHIEVED DOLS 14
MILLION SALES.

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(4) NC CONTROL MACHINE TOOLS: TO'S EXCEEDED ANNUAL

TARGET. DROPPED AS CAMPAIGN FOR FOURTH QUARTER BECAUSE CATEGORY TOO NARROW TO WARRANT CAMPAIGN; BEING EXPANDED AS "METAL WORKING AND METAL FINISHING EQUIPMENT" FOR FY 76.

(5) & (6) CONSUMER GOODS AND TEXTILES: RESULTS FAR EXCEEDED ANNUAL TARGETS OF CALLS, TO'S, REPORTS, AND TC SHOWS PLUS ACTIVE BSP PROMOTIONS. ORGANIZED SEVEN FOREIGN BUYER GROUPS. "FRANCHISE" SPECIALIZED TRADE MISSION VISIT IN APRIL '75.

(7) ELECTRONIC PRODUCTION AND TEST EQUIPMENT: EXCEEDED ANNUAL TARGETS OF CALLS, TO'S, AND TC SHOW SALES PLUS DOLS 5.3 MILLION BSP SALES. MET TARGET OF REPORT SUBMISSION.

(8) FLUID POWER EQUIPMENT: EXCEEDED ANNUAL TARGETS OF CALLS, TO'S, AND REPORTS. MET TARGET FOR SALES.

(9) ANALYTICAL INSTRUMENTS: EXCEEDED ANNUAL TARGETS OF CALLS, TO'S, REPORTS, AND TC SHOW SALES.

(10) AUTOMOTIVE PARTS: DROPPED AS CAMPAIGN FOR LATTER HALF OF FY 75, HAVING FULFILLED ANNUAL TARGETS FOR ALL ITEMS DURING FIRST HALF YEAR.

(11) FOOD HANDLING, PACKAGING AND REFRIGERATION EQUIPMENT: EXCEEDED ANNUAL TARGETS OF CALLS AND TO AND REPORT SUBMISSIONS. VIRTUALLY MET TC SHOW TARGET (DOLS 13.3 MILLION VS. DOLS 15 MILLION TARGET) PLUS DOLS 10 MILLION BSP SALES.

(12) AVIATION ELECTRONICS AND GROUND SUPPORT EQUIPMENT: EXCEEDED ANNUAL TARGETS OF TO AND REPORT SUBMISSIONS. E/C UNIT RESPONSIBLE FOR CAMPAIGN SHIFTED RESOURCES TO OCEAN/MARINE EQUIPMENT SHOW IN AUGUST 75.

(13) PRINTING & GRAPHIC ARTS EQUIPMENT: EXCEEDED ANNUAL TARGETS OF TO'S AND REPORTS. BSP'S ACHIEVED DOLS 5.8 MILLION SALES.

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(14) INDUSTRIAL SECURITY AND SAFETY EQUIPMENT: SUBJECT DROPPED AS CAMPAIGN FOR LATTER HALF FY 75. RESOURCES SHIFTED TO ANALYTICAL INSTRUMENTS.

(15) MECHANICAL HANDLING EQUIPMENT: EXCEEDED ANNUAL TARGETS OF CALLS AND TO'S. MET TARGET OF REPORT SUBMISSION.

(16) MATERIALS FOR HOUSING AND BUILDING CONSTRUCTION:
EXCEEDED ANNUAL TARGETS OF CALLS, TO'S, AND REPORTS.
BSP PROMOTIONS ACHIEVED DOLS 0.7 MILLION. 3 FOREIGN
BUYER GROUPS ORGANIZED.

(17) POWER GENERATION EQUIPMENT: DROPPED AS
CAMPAIGN DUE TO POSTPONEMENTS OF DOMESTIC PROJECTS.
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